AMENDMENTS TO THE CLAIMS:

Please amend the claims as follows:

1 - 8 (Canceled)

9. (Currently Amended) A method of transmitting an audio sample using <u>enterprise</u> electronic mail, comprising:

establishing an audio sample to be a predefined default audio sample to be used in conjunction with an email application program;

<u>establishing a default footer within an enterprise email server, said footer comprising at least a text portion and said default audio sample;</u>

within the email application program, providing a platform for a sender to generate an electronic mail message to a recipient;

within the <u>enterprise</u> email application program, automatically attaching the predefined default ~~audio sample~~ <u>footer</u> to each electronic mail message generated by the sender;

receiving a command from the sender to send the electronic mail message; and

sending the electronic mail message along with the predefined default ~~audio sample~~ <u>footer containing the default audio sample</u> to the recipient.

10. (Original) The method according to claim 9, wherein the audio sample comprises a computer file containing a compressed audio sample.

11. (Original) The method according to claim 9, wherein the audio sample further comprises a link to a source for purchase of a product containing a representation of the audio sample.

12. (Original) The method according to claim 11, wherein if the recipient makes a purchase from the source, an affinity credit is awarded to the sender.

13. (Original) The method according to claim 9, wherein the audio sample comprises a link to a source of streaming audio.

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14. (Original) The method according to claim 13, wherein the link further provides access to a source of purchase of a product containing a representation of the audio sample.

15. (Original) The method according to claim 14, wherein if the recipient makes a purchase from the source, an affinity credit is awarded to the sender.

16. (Canceled)

17. (Currently Amended) An electronic mail system, comprising:

a programmed processor;

an electronic mail application running on the programmed processor, the electronic mail application having a user interface including a plurality of user controls to permit a sender to create and send an electronic mail message to a recipient;

program means, forming a part of the electronic mail application, for establishing an audio sample to be a predefined default audio sample that is to be used in conjunction with the electronic mail application; and

program means running on an enterprise email server for establishing a default footer, said footer comprising at least a text portion and said predefined default audio sample; and

program means running on the enterprise email server forming a part of the electronic mail application, for attaching the default audio sample footer including the default audio sample to an electronic mail document upon a user's actuation of a single control on the user interface.

18. (Original) The method according to claim 17, wherein the audio sample comprises a computer file containing a compressed audio sample.

19. (Original) The method according to claim 17, wherein the audio sample further comprises a link to a source for purchase of a product containing a representation of the audio sample.

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20. (Original) The method according to claim 19, wherein if the recipient makes a purchase from the source, an affinity credit is awarded to the sender.

21. (Original) The method according to claim 17, wherein the audio sample comprises a link to a source of streaming audio.

22. (Original) The method according to claim 21, wherein the link further provides access to a source of purchase of a product containing a representation of the audio sample.

23. (Original) The method according to claim 22, wherein if the recipient makes a purchase from the source, an affinity credit is awarded to the sender.

24 - 30 (Canceled)

31. (Currently Amended) An enterprise electronic mail system, comprising:

a computer network;

a programmed processor forming a part of the computer network;

an electronic mail application running on the programmed processor, the electronic mail application having a user interface including a plurality of user controls to permit a sender to create and send an electronic mail message to a recipient;

means for establishing an audio sample to be a predefined default audio sample to be used with the electronic mail application;

an enterprise email server forming a part of the computer network, wherein email messages created using the electronic mail application are passed through the email server;

means operative at the enterprise email server for establishing a default footer, wherein said default footer comprises at least a text portion and said predefined default audio sample; and

program means, running on the enterprise email server, for attaching the predefined default audio-sample footer to an electronic mail document sent from the electronic mail application to the recipient.

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32. (Original) The method according to claim 31, wherein the audio sample comprises a computer file containing a compressed audio sample.

33. (Original) The method according to claim 31, wherein the audio sample further comprises a link to a source for purchase of a product containing a representation of the audio sample.

34. (Original) The system according to claim 31, wherein the audio sample comprises a link to a source of streaming audio.

35. (Original) The system according to claim 31, wherein the link further provides access to a source of purchase of a product containing a representation of the audio sample.

36 - 41 (Canceled)

42. (Currently Amended) An electronic storage medium containing instructions which, when executed on a programmed processor, carry out a method of transmitting a predefined default audio sample using <u>enterprise</u> electronic mail, comprising:

establishing an audio sample to be the predefined default audio sample for use in an email application program;

<u>establishing a default footer, wherein said footer comprises at least a text portion and said predefined default audio sample;</u>

within the <u>enterprise</u> email application program, <u>receiving an email from</u> ~~providing~~ a platform for a sender to generate an electronic mail message to a recipient;

within the <u>enterprise</u> email application program, automatically attaching the predefined default ~~audio sample~~ <u>footer including the default audio sample</u> to the electronic mail message;

receiving a command from the sender to send the electronic mail message; and

sending the electronic mail message along with the predefined default ~~audio sample~~ <u>footer including the default audio sample</u> to the recipient.

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43. (Original) The electronic storage medium according to claim 42, wherein the audio sample comprises a computer file containing a compressed audio sample.

44. (Original) The electronic storage medium according to claim 42, wherein the audio sample further comprises a link to a source for purchase of a product containing a representation of the audio sample.

45. (Original) The electronic storage medium according to claim 42, wherein the audio sample comprises a link to a source of streaming audio.

46. (Original) The electronic storage medium according to claim 45, wherein the link further provides access to a source of purchase of a product containing a representation of the audio sample.

47. (Currently Amended) An enterprise email server, comprising:

means for receiving an email message sent from a connected computer residing within the enterprise at the enterprise mail server;

means for establishing an audio sample to be a predefined default audio sample for use in the enterprise mail server;

means for establishing a default footer, wherein said footer comprises at least a text portion and said predefined default audio sample or a means for resolving the address of said predefined default audio sample;

program means operable on the enterprise mail server for attaching the predefined default ~~audio sample~~ footer including the default audio sample to the email message; and

means for sending the email message with the attached predefined default ~~audio sample~~ footer including the default audio sample to a recipient.

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48. (Original) The enterprise mail server according to claim 47, wherein the audio sample comprises a computer file containing a compressed audio sample.

49. (Original) The enterprise mail server according to claim 47, wherein the audio sample comprises a computer file containing a compressed audio sample.

50. (Original) The enterprise mail server according to claim 47, wherein the audio sample comprises a link to a source of streaming audio.

51. (Original) The enterprise mail server according to claim 47, wherein the link further provides access to a source of purchase of a product containing a representation of the audio sample.

52 - 54 (Canceled)

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